

### REMARKS

This application has been carefully reviewed in light of the Office Action dated October 12, 2007. Claims 385 to 389, 391 to 393, 401, 409 and 411 remain pending in the application, with Claims 390, 394 to 400, 402 to 408, 410 and 412 to 417 having been canceled herein. Claims 385, 393 and 401 are the independent claims. Reconsideration and further examination are respectfully requested.

Claims 385 to 417 were rejected under 35 U.S.C. § 103(a) over U.S. Patent No. 5,740,549 (Reilly). Reconsideration and withdrawal of the rejections are respectfully requested.

The present invention concerns determining a charge for charging a user for printout of output information based on whether or not additional information is to be printed out with the output information. According to the claimed invention, the output information is obtained, along with first value information indicating a charge value of the output information to be printed out. A selection is made whether or not additional information is to be printed out in addition to the output information, and an output format of the additional information which is set by a user is transmitted to an information management unit when it is selected to print out the additional information in addition to the output information. Second value information indicating a charge value of the additional information based on the output format of the additional information is received. Then, a charge amount for the printout of the output information to be printed out together with the additional information is determined based on the first value information and the second value information, when it is selected to print out the additional information in addition to the output information to be printed out. Alternatively, a charge amount for the

printout of the output information is determined based on the first value information, when it is not selected to print out the additional information. The determined charge amount is output so as to be displayed on a display; and the output information is printed out together with the additional information, which is automatically-selected and transmitted by the information management unit, when it is selected to print out the additional information in addition to the output information to be printed out.

With specific reference to the claims, amended independent Claim 385 is directed to an image forming apparatus for charging a user for printout of output information, the apparatus comprising a memory storing a computer program, and a processor that executes the computer program, the computer program comprising the steps of obtaining, from an information management unit through a network, output information to be printed out and first value information indicating a charge value of the output information to be printed out, wherein the output information is selected from a plurality of output information registered in the information management unit based on a user designation, selecting whether or not additional information is to be printed out in addition to the output information to be printed out, transmitting, to the information management unit through the network, an output format of the additional information which is set by a user, when it is selected in the selecting step to print out the additional information in addition to the output information to be printed out, receiving, from the information management unit through the network, second value information indicating a charge value of the additional information based on the output format of the additional information, determining a charge amount for the printout of the output information to be printed out together with the additional information based on the first value information and the

second value information, when it is selected in the selecting step to print out the additional information in addition to the output information to be printed out, or determining a charge amount for the printout of the output information based on the first value information, when it is not selected in the selecting step to print out the additional information, outputting the charge amount determined by the determining step so as to display the charge amount for the printout on a display; and printing out the output information together with the additional information, which is automatically-selected and transmitted by the information management unit, when it is selected in the selecting step to print out the additional information in addition to the output information to be printed out.

Claims 393 and 401 are method and computer medium claims, respectively, that substantially correspond to Claim 385.

The applied art of Reilly is not seen to disclose or to suggest the features of independent Claims 385, 393 and 401, and in particular, is not seen to disclose or to suggest at least the features of an image forming apparatus transmitting, to an information management unit through a network, an output format of additional information which is set by a user, when it is selected to print out the additional information in addition to output information to be printed out, receiving, from the information management unit through the network, second value information indicating a charge value of the additional information based on the output format of the additional information, and determining a charge amount for the printout of the output information to be printed out together with the additional information based on first value information indicating a charge value of the output information to be printed out and the second value information, when it is selected

to print out the additional information in addition to the output information to be printed out.

Reilly is merely seen to disclose that a subscriber's computer previously receives information or an advertisement from a server and registers them in a local memory, and when the computer is in an idle state, the computer reads the information or the advertisement from the local memory and displays them. In addition, Reilly merely teaches an advertisement via a television broadcast or in a newspaper in the general sense. However, Reilly is not seen to disclose or to suggest at least the features of, an image forming apparatus, transmitting, to an information management unit through a network, an output format of additional information which is set by a user, when it is selected to print out the additional information in addition to output information to be printed out, receiving, from the information management unit through the network, second value information indicating a charge value of the additional information based on the output format of the additional information, and determining a charge amount for the printout of the output information to be printed out together with the additional information based on first value information indicating a charge value of the output information to be printed out and the second value information, when it is selected to print out the additional information in addition to the output information to be printed out.

In view of the foregoing amendments and remarks, independent Claims 385, 393 and 401, as well as the claims dependent therefrom, are believed to be allowable.

No other matters having been raised, the entire application is believed to be in condition for allowance and such action is respectfully requested at the Examiner's earliest convenience.

Applicants' undersigned attorney may be reached in our Costa Mesa, California office by telephone at (714) 540-8700. All correspondence should continue to be directed to our address given below.

Respectfully submitted,

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